



**A STUDY ON AWARENESS AMONG PEOPLES IN PUTRA RIA, BANGSAR  
TOWARDS INSURANCE EDUCATION PLAN**

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**JUNE 2015**

## **DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
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FACULTY OF BUSINESS MANAGEMENT  
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“DECLARATION OF ORIGINAL WORK”**

**I, NOR FIKRI BIN ROSLE, (I/C Number: 920729-06-5725)**

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally, or overseas and is not being currently submitted to this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of information have been specifically acknowledged.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

## LETTER OF SUBMISSION

June 2015

The Head of Program

Bachelor of Business Administration (Hons) Insurance

Faculty of Business Management

Universiti Teknologi MARA

Malacca City Campus

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“A STUDY ON AWARENESS AMONG PEOPLES IN PUTRA RIA, BANGSAR TOWARDS INSURANCE EDUCATION PLAN”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA. Thank you.

Your sincerely,

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## **ABSTRACT**

Insurance education plan is the way of bringing the social and the economic advantages since the education protection gives peace of mind to people and secured the future education of child. Nowadays, education level such as diploma and degree are too important to survive in order to get the better job opportunities. The world is undergoing a rapid growth of education insurance product but the facts that can be said is the market is still very weak as the level of people awareness are still low. The development of insurance education plan facing lots of barrier that needs to be overcome by insurance companies.

This study focused on people who live at Apartment Putra Ria, Bangsar, Kuala Lumpur to know and determine their level of awareness about insurance education plan offered by insurance company. Hence, cluster sampling is being used. Selected respondents have answered 100 questionnaires. Using the descriptive statistics, Pearson's Correlation and regression has been used to determine whether there are relationship between dependent variable and independent variables. There are findings that prove about there are positive relationship between people awareness towards insurance education plan and sales promotion, public relation, and personal selling. The most influence factor of awareness towards insurance education plan is sales promotion.

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